

REMARKS

This is an amendment and remarks filed with a Request for Continued Examination and in response to the Final Office Action dated January 7, 2009. With this response the Applicants have cancelled previously pending claims 49-94 and added new claims 95-133. No new matter has been added.

I. INTERVIEW SUMMARY

Applicants' Attorney, Scott Timmerman, would like to thank Examiner Boveja for the telephone interview on May 7, 2009. Potential new claims were discussed.

II. NEWLY ADDED CLAIMS

New claims 95-133 relate to a self-serve interface for an advertiser for establishing and managing the advertiser's ad campaign. The advertiser accesses the self-serve interface over the web or Internet allowing the advertiser to establish an online account for logging in to the interface. The advertiser can manage an ad campaign through the self-serve interface by selecting advertisements, creating advertisements, selecting a time or date for displaying selecting ads, selecting a budget or an amount to spend on the ad campaign, such as a maximum amount that is reduced by each impression or conversion of the displayed advertisements. A management screen from the self-serve interface further allows the advertiser to view and/or edit the selection of ads, the creation of ads, the selecting of a time or date for display, and the selection of a budge or amount to spend on the ad campaign.

Conversely, the cited references cited against the previously pending claims 49-94 do not relate to a self-serve interface that gives control for establishing and managing an ad campaign to the advertiser. The references include various advertisement systems, but those systems do not give the advertiser control and management of the advertiser's ad campaigns through a web-based interface as claimed. In particular, Davis relates to influencing a position on a search result list (Davis, Abstract), Business Editors relates to a search engine technology that eliminates inappropriate content from its search directory (Business Editors, Abstract), and Sparks relates to the design and production of print advertising and commercial display materials over the Internet (Sparks, Abstract).

Mason relates to “obtaining Internet-type advertisements to fit designated advertising spaces allotted by a plurality of different and unrelated online newspaper websites, and automatically placing those advertisements.” Mason, Abstract. Mason does disclose that an advertising agency is provided with access to the GNI system. *Id.* at Col. 5, ll. 35-37. However, the advertiser does not have ability to view and manage all the features as claimed, such as with the claimed management screen from a web-based self-serve interface. For example, the claims relate to the selection of ads for the ad campaign, the creation of ads for the campaign, the selection of dates/times for the ad display, and the selection of a budget amount.

III. CONCLUSION

Applicants submit that the pending claims are in condition for allowance and notice to this effect is respectfully requested. The Examiner is invited to call the undersigned if it would expedite the prosecution of this application.

Respectfully submitted,

May 5, 2008

Date

/Scott A. Timmerman/

Scott A. Timmerman

Registration No. 55,678

Attorney for Applicants

BRINKS HOFER GILSON & LIONE

P.O. BOX 10395

CHICAGO, ILLINOIS 60610

(312) 321-4200